

### MECHANICAL SPECIFICATIONS FOR ADS

#### FRACTIONAL AD SIZES (width x height):

<b>1/12 square</b> = 2-1/4" x 2-1/4" (2.25" x 2.25")	<b>1/3 square</b> = 4-3/4" x 4-3/4" (4.75" x 4.75")
<b>1/4H</b> = 7" x 2-5/16" (7" x 2.3125") - Private School ads only	<b>1/3V</b> = 2-1/4" x 9-5/8" (2.25" x 9.625")
<b>1/4V</b> = 3-1/2" x 4-3/4" (3.5" x 4.75")	<b>1/2H</b> = 7" x 4-3/4" (7" x 4.75")
<b>1/6H</b> = 4-3/4" x 2-5/16" (4.75" x 2.3125")	<b>1/2V</b> = 4-3/4" x 7-3/16" (4.75" x 7.1875")
<b>1/6V</b> = 2-1/4" x 4-3/4" (2.25" x 4.75")	<b>2/3V</b> = 4-3/4" x 9-5/8" (4.75" x 9.625")

#### FULL PAGE AD SIZES (width x height):

**Single page, trim size** = 8-1/4" x 10-7/8" (8.25" x 10.875")  
**With bleed** = 8-1/2" x 11-1/8" (8.5" x 11.125")  
**Floating ad, no bleed** = 7-1/2" x 10-3/8" (7.5" x 10.375") live area

#### 2 PAGE SPREAD (width x height):

**Trim size** = 16-1/2" x 10-7/8" (16.5" x 10.875"); as **individual pages, trim size** = 8-1/4" x 10-7/8" (8.25" x 10.875")  
**With bleed** = 16-3/4" x 11-1/8" (16.75" x 11.125")

#### INSIDE GATEFOLD (width x height):

**Left side, individual page** = 7-5/8" x 10-7/8" (7.625" x 10.875")  
**Right side (backs up front cover), individual page** = 8-1/8" x 10-7/8" (8.125" x 10.875")  
**2 page gatefold created as a spread** = 15-3/4" x 10-7/8" (15.75" x 10.875")  
**2 page gatefold with page 1 created as a spread** = 24.00" x 10-7/8" (24.00" x 10.875")

#### NOTE FOR FULL, SPREADS AND GATEFOLD PAGES:

- For bleed, art should extend 1/8" beyond trim on all 4 sides
- Crop marks should indicate trim size; crop marks for bleed can be included in addition to ones for trim
- A safety margin of 3/16" (.1875") minimum - 5/16" (.3125") maximum should be maintained inside of the trim area to prevent type and logos from being cut off in the bindery

#### PRINTER SPECIFICATIONS:

- PDFs are preferred but Illustrator .eps files and Photoshop .jpg and .tif files are acceptable. All formats must comply with the specifications listed above. If native files are sent, they must be saved for CS6.
- All ads should be hi-resolution (at least 300 dpi) and CMYK. RGB, lab, index, or spot colors are unacceptable.
- If submitting files in PDF format, all fonts must be embedded and transparencies should be flattened. For multiple page documents, individual single page PDFs are requested.

If your ad does not comply with the specifications above, you will be notified and asked to make adjustments to your file. If you are unavailable and revisions are made at Pittsburgh Magazine, note that colors are likely to shift during the RGB or spot color conversion to CMYK and colors might not print as they appear on your monitor or hard copy; also, flattening transparencies at Pittsburgh Magazine may produce unexpected results.

**If you have any questions, please contact your account representative.**